

Message Text

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SUBJECT: PRELIMINARY FINAL REPORT FOR FAR EASTERN DEPARTMENT STORE
INSTORE PROMOTION

REF: STATE A-1617; CCP FY76

1. FAR EASTERN ON DECEMBER 3 SUBMITTED REPORTS IN COMPLIANCE WITH THE CONTRACT TERMS FOR PAYMENT OF THE FIRST INSTALLMENT OF US\$16,000 FOR THE SUBJECT IN-STORE PROMOTION. THESE DOCUMENTS, INCLUDING "A REPORT ON THE RESULT OF IN-STORE SALES PROMOTION", "TOTAL EXPENDITURES FOR AMERICAN BICENTENNIAL PROMOTION OF U.S. PRODUCTS", AND "MAJOR PRODUCT CATEGORIES AND THE NAME & LOCATION OF THE SOURCE IN U.S.A.", ARE BEING AIRPOUCHED. TOTAL DOLLAR VALUE OF SALES DURING PROMOTION REACHED US\$4000,708.89, REPRESENTING ABOUT 70 PERCENT OF THE SHIPMENTS ORDERED FOR THIS PROMOTION, INVENTORIES CARRIED OVER FROM THE STORE'S LAST PROMOTION IN 1973, PLUS STOCKS BOUGHT FROM LOCAL AGENTS. ALSO, THE TOTAL SALES FIGURE INCLUDES FUTIES, TAXES, HANDLING CHARGES, AND THE STORE'S PROFIT. FAR EASTERN HAS DECIDED TO REORDER APPROXIMATELY US\$200,000 WORTH OF THE BEST-SELLING PRODUCTS WITHIN THE NEXT FEW MONTHS. THE REMAINING STOCKS AND THOSE PRODUCTS REORDERED WILL BE SOLD IN THE IMPORT SECTIONS OF ALL FAR EASTERN'S STORES IN TAIWAN. MANY PROMOTIONAL ATTRACTIONS INCLUDING AN AMERICAN SQUARE DANCE GROUP AND DISPLAY OF BICENTENNIAL CULTURAL AND HISTORICAL ARTICLES WERE PROVIDED. USIS WAS VERY HELPFUL IN FURNISHING A REVOLUTIONARY SOLDIER'S UNIFORM, POSTERS, PICTURES, BOOKS AND OTHER BICENTENNIAL ITEMS FOR EXHIBITION

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AT FAR EASTERN STORES DURING PROMOTION PERIOD. APPROXIMATELY

3,480,000 VISITORS WERE ATTRACTED TO THE SHOW FROM ALL
OVER TAIWAN. TOTAL PROMOTIONAL EXPENDITURES WERE US\$223,003.89,
OR TEN TIMES THE US\$20,000 PROMOTIONAL ALLOWANCES PAYABLE
UNDER THE CONTRACT.

2. THE EMBASSY CONSIDERS THAT THE RESULTS ACHIEVED BY FAR
EASTERN DURING THIS PROMOTION WERE EXCELLENT. A SHORT
CEREMONY WAS HELD AT THE EMBASSY CONFERENCE ROOM ON NOVEMBER 11
FOR THE PRESENTATION OF A CERTIFICATE OF APPRECIATION TO FAR
EASTERN BY CHARGE D'AFFAIRES PAUL M. POPPLE. FAR EASTERN
CHAIRMAN Y. Z. HSU, PRESIDENT S. J. PAR AND OTHER FAR
EASTERN EXECUTIVES, K. H. WU, SECRETARY-GENERAL OF CHINA
EXTERNAL TRADE DEVELOPMENT COUNCIL (CETDC) AND A BOARD
OF FOREIGN TRADE REPRESENTATIVE ATTENDED THE CEREMONY.
PHOTOS OF THE CEREMONY ARE BEING AIRPOUCHED.
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